

# APPLE PERSONAL OFFICE SYSTEMS PRODUCTS

## CONFIDENTIAL DEALER PRICE LIST



NOVEMBER 15, 1983

Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
<b>Lisa Office Systems</b>			(Each)						
† A6P0004	Lisa™ Personal Office System	1	6995.00	4827.00	4547.00	4547.00	4547.00	4547.00	4547.00
† A6P0002	Lisa™ Demo System (one per authorized dealer location)		N/A	4995.00	N/A	N/A	N/A	N/A	N/A
<b>Lisa Disk Drive and Accessory</b>									
† A9M0005	ProFile™ Disk Drive	2	2095.00	1425.00	1340.00	1315.00	1280.00	1240.00	1215.00
A6C0005	ProFile™ Accessory Kit for Lisa	2	N/A	36.00	36.00	36.00	36.00	36.00	36.00
<b>Lisa Printers and Accessories</b>									
† A3M0025	Daisy Wheel Printer	3	2195.00	1384.00	1341.00	1309.00	1292.00	1276.00	1259.00
A6C0351	DWP Accessory Kit for Lisa	3	N/A	21.00	20.00	19.00	18.00	17.00	16.00
† A2M0072	DWP Tractor Forms Feeder		279.00	184.00	179.00	174.00	168.00	163.00	157.00
A2M0074	Multi-Strike Ribbon (DWP) (6/pack)		10.50 ea	40.00	39.00	38.00	37.00	36.00	36.00
A2M0081	Printwheel, Boldface (6/box)		13.75 ea	53.00	51.00	50.00	48.00	47.00	47.00
A2M0079	Printwheel, Courier 10 (6/box)		13.75 ea	53.00	51.00	50.00	48.00	47.00	47.00
A2M0080	Printwheel, Gothic 15 (6/box)		13.75 ea	53.00	51.00	50.00	48.00	47.00	47.00
A2M0078	Printwheel, Prestige Elite (6/box)		13.75 ea	53.00	51.00	50.00	48.00	47.00	47.00
A9G0324	Apple Modern 10/12 PS Printwheel (6/box)		16.50 ea	64.00	62.00	60.00	58.00	56.00	54.00
A9G0325	Apple Modern 10/12 Additional Characters Printwheel (6/box)		16.50 ea	64.00	62.00	60.00	58.00	56.00	54.00
A9G0326	Apple Modern Italics/PS Printwheel (6/box)		16.50 ea	64.00	62.00	60.00	58.00	56.00	54.00
† A2M0058	Dot Matrix Printer	3	675.00	419.00	406.00	393.00	381.00	371.00	361.00
A6C0350	DMP Accessory Kit for Lisa	3	N/A	21.00	20.00	19.00	18.00	17.00	16.00
A2M0077	Cloth Ribbon (DMP) (6/pack)		10.50 ea	42.00	40.00	39.00	38.00	37.00	36.00

### Notes:

\* - New Product

† - Product eligible for floorplanning.

1 - Includes (1) Lisa Mainframe, Lisa Accessory Kit, ProFile Mass Storage System, and ProFile Accessory Kit.

2 - The ProFile Disk Drive and Accessory Kit for Lisa are included in the total Suggested

Retail Price. The Accessory Kit is sold with ProFile and not as a stand alone product to the consumer.

3 - The Apple Printers (DMP/DWP) and Accessory Kits for Lisa are included in the total Suggested Retail Price. The Accessory Kit is sold with the printers and not as a stand alone product to the consumer.



Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Interface Cards			(Each)						
A6BB101	Parallel Interface Card		195.00	127.00	121.00	121.00	121.00	121.00	121.00
Lisa Miscellaneous Accessories									
A9D0001	Fileware Blank Diskettes (5/pack)		60.00	43.00	42.00	41.00	40.00	40.00	40.00
File Disk Drive and Accessories									
V8B0000	File Disk Drive	5	125.00	125.00	125.00	125.00	125.00	125.00	125.00
V8B0001	File Disk Drive	5	125.00	125.00	125.00	125.00	125.00	125.00	125.00
File Office Station									
V8B0000	File Office Station	1	125.00	125.00	125.00	125.00	125.00	125.00	125.00
V8B0001	File Office Station	1	125.00	125.00	125.00	125.00	125.00	125.00	125.00
File Office Station			(Each)						
				1-3	4-9	10-19	20-39	40-79	80 +
Product	Description	Notes	Price	Single and Multiple Quantities					

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Apple Computer

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Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Lisa Software			(Each)						
†	A6P0150	Lisa™ Software 6-Pack	1	1195.00	825.00	777.00	777.00	777.00	777.00
†	A6P0151	Lisa™ Software 6-Pack w/Printer	2	1495.00	1032.00	972.00	972.00	972.00	972.00
†	A6D0103	BASIC-Plus		295.00	180.00	174.00	174.00	174.00	174.00
†	A6D0104	COBOL		995.00	607.00	587.00	587.00	587.00	587.00
†	A6D0101	Pascal		595.00	363.00	351.00	351.00	351.00	351.00
†	A6D0157	Lisa Terminal		295.00	180.00	174.00	174.00	174.00	174.00
				Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price		
†	A6D0151	LisaCalc		295.00	192.00	6	177.00		
†	A6D0152	LisaDraw		395.00	257.00	6	237.00		
†	A6D0153	LisaGraph		295.00	192.00	6	177.00		
†	A6D0155	LisaList		195.00	127.00	6	117.00		
	A6D0156	LisaProject		395.00	257.00	6	237.00		
†	A6D0154	LisaWrite		295.00	192.00	6	177.00		
Lisa Reference Manuals									
	A6L0112	BASIC-Plus Manual Set	3	45.00 set	27.00	27.00	27.00	27.00	27.00
	A6L0113	COBOL Manual Set	3	95.00 set	57.00	57.00	57.00	57.00	57.00
	A6L0101	Hardware Reference Guide	3	45.00 ea.	27.00	27.00	27.00	27.00	27.00
	A6L0103	Owner's Guide		45.00 ea.	27.00	27.00	27.00	27.00	27.00
	A6L0111	Pascal Manual Set		95.00 set	57.00	57.00	57.00	57.00	57.00
	A6L0141	LisaCalc Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00
	A6L0142	LisaDraw Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00
	A6L0143	LisaGraph Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00
	A6L0145	LisaList Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00
	A6L0146	LisaProject Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00
	A6L0147	LisaTerminal Manual	3	45.00 ea.	27.00	27.00	27.00	27.00	27.00
	A6L0144	LisaWrite Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00

**Notes:**

\* - New Product.

† - Product eligible for floorplanning.

1 - Includes (1) LisaCalc, LisaDraw, LisaGraph, LisaWrite, LisaList, and LisaProject software.

2 - Includes Lisa Software 6 Pack, Dot Matrix Printer, DMP Accessory Kit, and Parallel Interface Card.

3 - Availability to be announced.



Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Literature			(Each)						
A7L0002	Apple Credit Plan Application (100/pack)	*	N/A	10.00	10.00	10.00	10.00	10.00	10.00
A6F0019	18 Page Brochure (25/pack)		N/A	20.00	20.00	20.00	20.00	20.00	20.00
A6F0018	4 Page Flyer (25/pack)		N/A	6.25	6.25	6.25	6.25	6.25	6.25
A9G0200	Guide to Personal Computers In Education (25/pack)		1.95 ea.	20.00	20.00	20.00	20.00	20.00	20.00
A6F0023	Lisa Intro Cards (25/pack)		N/C	N/C	N/C	N/C	N/C	N/C	N/C
Data Sheets									
A6F0004	BASIC-Plus Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0005	COBOL Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0010	Daisy Wheel Printer Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0011	Dot Matrix Printer Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0013	LisaCalc Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0002	LisaDraw Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0014	LisaGraph Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0001	LisaList Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0003	LisaProject Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0008	LisaTerminal Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0012	LisaWrite Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0020	Parallel Interface Card (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0006	Pascal Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0009	ProFile Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0017	System Hardware Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0016	System Overview Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
AppleCare Carry-In Service for Lisa Products									
SC60014	Lisa Personal Office System		360.00/yr	234.00/yr					
SC30011	ProFile Disk Drive		150.00/yr	98.00/yr					
SC30010	Daisy Wheel Printer		150.00/yr	98.00/yr					
SC20005	Dot Matrix Printer		60.00/yr	39.00/yr					
A2F0152	AppleCare Carry-In Service Registration Form (25/pack)		N/C	N/C					
Lisa Training Courses									
SE60002	Dealer Trainer Certification (Per student)		N/A	400.00	400.00	400.00	400.00	400.00	400.00

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This price list supercedes all previous price lists.

Price Lists are subject to change without notice.

Products subject to discontinuation without notice.

Quantity prices apply to single delivery, single location.